adding a latex reagent directly to the hemolysed whole blood sample to react the hemolysed sample in an agglutination reaction to form a reaction product wherein a predetermined antigen in the hemolysed whole blood sample specifically reacts with an antibody immobilized onto an insoluble carrier to provide the reaction product;

irradiating the reaction product in the sample with radiation which includes a wavelength range which is substantially free from absorption by both hemoglobin and the hemolysis reagent; and

measuring only in the wavelength range which is substantially free from absorption by both hemoglobin and the hemolysis reagent, an absorbance of the incident radiation by the reaction product to determine the quantity of antigens in the sample.